

# COHOES PIPE

BULLETIN

COHOES, N. Y.

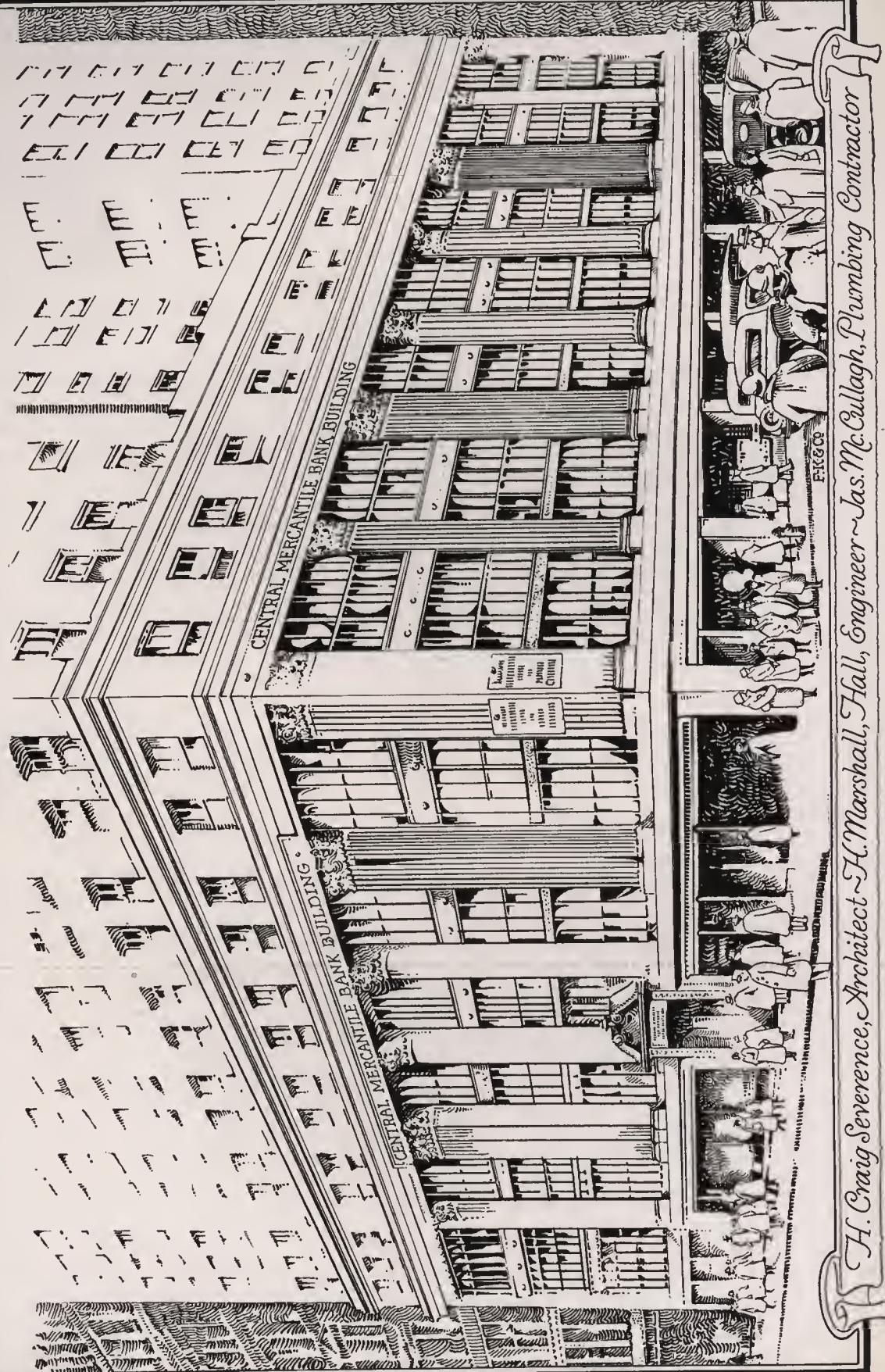
NUMBER SEVEN

One Way of Looking at a New Building



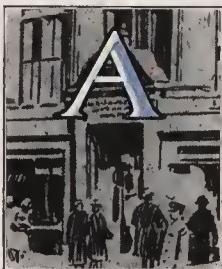
CENTRAL MERCANTILE BANK BUILDING ~New York

NEW DELMONICO (CENTRAL MERCANTILE BANK) BUILDING



H. Craig Severence Architect ~ H. Marshall, Hall, Engineer ~ Jas. McCullagh, Plumbing Contractor

# New Buildings As "Investments"



As was true of the old Fifth Avenue Hotel and other New York City landmarks, the original Delmonico Building was torn down and a large, new one erected in its place — primarily as an **investment** proposition.

Whether such a new building proves a good investment, depends upon its **net** earnings — and one of the big factors in determining net earnings is **upkeep**.

## LOW UP-KEEP — HIGHER INVESTMENT RETURN

Other things being equal, lower **upkeep** means higher **investment return**. To hold **upkeep** down to a minimum is one of the chief reasons for specifying long lived materials and equipment.

Take the piping, for example, an item of equipment upon whose uninterrupted, satisfactory, every day performance the functioning of the entire building so largely depends.

Long lived piping not only contributes to low **upkeep** by eliminating untimely replacements and repairs, but also spreads the original installation cost "thin" over a long period of years — an important item, since it costs, for the necessary labor and material, approximately \$9 to install \$1 worth of pipe.

## TAKING NO CHANCES ON THE EQUIPMENT

Having provided for a fine, outstanding office building representing the latest developments in design and construction, the architect and owners of the New Delmonico (Central Mercantile Bank) Building did not feel like taking chances on the equipment.

With the above requirements in mind, and taking into consideration its reputation for long life and consequent low-cost-per-year-of-service, Genuine Wrought Iron Pipe\* was specified:

— — another addition to the list of representative buildings equipped with COHOES PIPE.

This list includes: The New Fifth Avenue Hotel; Mayflower-Plymouth, Central Park West; 940 Park Avenue; 205 West 106th St.; 37 Riverside Drive; Mercantile Building, 915 Broadway; Towers Garden Apartments, Long Island; Bamberger Department Store, Newark; Copley Plaza Hotel, Boston; Elks Temple and New City Hall, Los Angeles; Maccabees Building, Detroit; Delaware & Hudson Office Building, Albany; Harding Junior High School, Philadelphia — to mention only a few of them.



\*So called to distinguish it from STEEL Pipe which is frequently called "wrought" to trade on the good reputation of Genuine Wrought Iron Pipe.





## COHOES Genuine Wrought Iron PIPE

With nearly 75 years of pipe-making experience back of it, Cohoes Pipe measures up to exacting requirements in many different fields of service, some of which are indicated below. Guaranteed full weight, and more than up to standard genuine wrought iron pipe specifications.

For supplying office buildings, apartments, educational institutions, hotels, hospitals, Municipal, County, State and Federal buildings; residences, industrial plants and many other public and private buildings with gas, hot and cold water, and steam. For mechanical refrigeration; compressed air transmission; sprinkler systems — and scores of other piping requirements where durability is essential.

### PROPERTIES & CHARACTERISTICS

Cohoes Pipe is tough — to resist shocks and vibrations, but has the characteristic "softness" of genuine wrought iron pipe, giving smooth, clean threads, and tight leak-proof joints. Meets standard maximum hot and cold bending requirements, but is not designed for "stunt" knots or fancy shapes.

Every piece of Cohoes Pipe is tested by hydrostatic pressure 7 to 10 times higher than ordinarily encountered in actual installation use. Two finishes: (1) natural iron finish (black pipe) for ordinary requirements; and (2) galvanized, for use under unusually severe working conditions.

Couplings and Nipples: Cohoes Genuine Wrought Iron Couplings and Nipples should always be used with Cohoes Pipe. Wherever possible, the use of extra heavy Nipples with standard weight pipe is recommended.

"Pipe Troubles Stay Out — When Cohoes Pipe Goes In"

## COHOES ROLLING MILL COMPANY

COHOES, N. Y.

Branch Offices: NEW YORK, BOSTON, PHILADELPHIA, NORFOLK, CLEVELAND, CHICAGO,  
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